

We claim:

1           1. A method for presenting to a user at a station connected to a distributed

2       computer network, relevant areas of distributed computer network sites, comprising, the steps

3       of:

4           receiving across the distributed computer network an indication of a mind set

5       of the user in navigating the network, wherein the mind set indicates a navigational goal of the

6       user over the distributed computer network;

7           cross-referencing the indicated user mind set with a mind set data store of

8       potential user goals to find at least one indicated goal;

9           cross-referencing the indicated user goal with a service data store of a set of

10      services, the set of services potentially reflecting the navigational goal of the user mind set;

11      matching the set of services in the cross-referencing step with a list of service

12      providers that provide the set of services that potentially reflect the navigational goal of the

13      user; and,

14      displaying the list of services and service providers to the user at the station.

1           2. A method as in claim 1, further comprising, the step of:

2           offering the user a promotion associated with a service provider that relates to

3       the received user mind set.

1           3. A method as in claim 1, wherein the displaying step, further comprises, the

2       step

3 of:

4 sending the list to a tool that creates a user interface for the constructed list.

1 4. A method as in claim 1, wherein the station is at least one of a personal

2 computer,

3 a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based platform, a

4 wireless digital platform, and a voice-based platform.

1 5. A method for presenting to a user at a station connected to a distributed

2 computer network, relevant areas of distributed computer network sites, comprising, the steps

3 of:

4 displaying to the user across the distributed computer network a set of potential

5 user mind sets and a set of potential contextual inferences;

6 receiving from the user at least one of a user mind set or a contextual inference,

7 wherein the user mind set or contextual inference indicates a navigational goal of the user

8 over the distributed computer network;

9 sending the user to a new location on the distributed computer network in

10 response to the received user response; and,

11 presenting to the user at the station a list of service providers in response to the

12 received user response, the list of service providers providing services in accordance with the

13 received user response.

1           6. A method as in claim 5, further comprising, the a step of:  
2                 outlining an activity history that reflects the received user response on a visual  
3                 display at the station.

1           7. A method as in claim 6, further comprising, the step of:  
2                 recording the activity history electronically.

1           8. A method as in claim 7, further comprising, the step of:  
2                 transmitting the electronically stored activity history.

1           9. A method as in claim 8, further comprising using the transmitted electronically  
2                 stored activity history for a customization of a navigational environment.

1           10. A method as in claim 5, further comprising, the step of:  
2                 offering the user an additional enhancement wherein the additional  
3                 enhancement comprises a promotion associated with a service provider that relates to the  
4                 received user response.

1           11. A method as in claim 5, wherein the station is at least one of a personal  
2                 computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based  
3                 platform, a wireless digital platform, and a voice-based platform.

1           12. A method as in claim 5, further comprising, the step of:  
2     generating a fee to the service provider each time a service associated with the service  
3     provider is presented to the user.

1           13. A method as in claim 5, further comprising the step of:  
2           receiving from the user a selection from the list, the selection being consistent  
3     with the navigational goal of the user over the distributed computer network.

1           14. A method as in claim 13, further comprising the step of:  
2           generating a fee to a service provider each time a user selection associated with  
3     the service provider is received from the user.

1           15. A system for delivering targeted ads to a user operating a station connected to  
2     a distributed computer network, comprises:  
3           an ad server which maintains the targeted ads for the user at the station across  
4     the distributed computer network;  
5           a data store that identifies a set of rules associated with an ad, the rules  
6     indicate a level of relevancy of an ad to a particular content; and  
7           a match maker that parses the particular content by objects and corresponding  
8     attributes, that maps a targeted ad to the particular content by applying the rules in the data  
9     store, and that sends an identification of the targeted ad to the ad server.

1           16. A system as in claim 15, wherein the station is at least one of a personal  
2 computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based  
3 platform, a wireless digital platform, and a voice-based platform.

1           17. A system for sending targeted services to a user at a station connected to a  
2 distributed computer network, comprises:

3                 an object registry that identifies a first set of objects relevant to services  
4 provided by a service provider and that maps the first set of objects to the services provided by  
5 the service provider; and,  
6                 a match maker that parses content in a document, that identifies a second set of  
7 objects relevant to the content, that groups the second set of objects relevant to the content,  
8 that cross-references the first set of objects with the second set of objects to determine  
9 targeted services relevant to both the first and the second set of objects, and that sends the  
10 targeted services to the user across the distributed computer network.

1           18. A system as in claim 17, wherein the station is at least one of a personal  
2 computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based  
3 platform, a wireless digital platform, and a voice-based platform.

1           19. A system for presenting to a user at a station connected to a distributed  
2 computer network, relevant computer network sites, comprising:  
3                 a mind set data store that stores a set of potential user goals;

4           a service data store that stores a set of services; and,  
5           a processor that receives from the user an indication of a user mind set in  
6       navigating the network, wherein the mind set indicates a navigational goal of the user over the  
7       distributed computer network, the processor cross-references the indicated mind set with the  
8       potential user goals in the mind set data store, cross-references the indicated user goal with the  
9       set of services potentially reflecting the navigational goal of the user, matches the set of  
10      cross-referenced services with a list of service providers that provide that set of services, and  
11      displays the list of services and service providers to the user at the station.

1           20.     A system as in claim 19, wherein the station is at least one of a personal  
2       computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based  
3       platform, a wireless digital platform, and a voice-based platform.

1           21.     A method for presenting to a user at a station connected to a distributed  
2       computer  
3       network, relevant areas of distributed computer network sites, comprising the steps of:  
4           maintaining targeted ads for the user at the station across the distributed  
5       computer network;  
6           identifying a set of rules indicating a level of relevancy of an ad to a particular  
7       content;  
8           parsing a particular content by objects and corresponding attributes; and  
9           mapping a targeted ad to the particular content applying the identified rules.

1           22. A method as in claim 21 wherein the station is at least one of a personal  
2       computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based  
3       platform, a wireless digital platform, and a voice-based platform.

1           23. A method for presenting to a user at a station connected to a distributed  
2       computer network, relevant areas of distributed computer network sites, comprising, the steps  
3       of:

4                  identifying a first set of objects relevant to services provided by a service  
5       provider;

6                  mapping the first set of objects to the service provided by the service provider;

7                  parsing a second set of objects relevant to content in a document;

8                  grouping the second set of objects relevant to content in a document;

9                  cross-referencing the first set of objects with the second set of objects to

10       determine targeted services; and

11                  sending targeted services to the user across the distributed computer network.

1           24. A method as in claim 23, wherein the station is at least one of a personal  
2       computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based  
3       platform, a wireless digital platform, and a voice-based platform.

1           25. A method as in claim 23, further comprising the step of:

2 generating a fee to the service provider associated with the sent targeted

3 service.

1 26. A method as in claim 23, further comprising the step of:

2 receiving from the user a user selection.